

ATF Handypacks

Fonts of Shaded Stars



and Ombree Ornaments

These provide a wide variety of conventional and useful ornamental designs.

Carried in stock at your nearest ATF Branch.

IN THE OLD DAYS, decorative spots were used for chapter headings, tail pieces and for ornamentation on the covers of books, booklets and pamphlets. Decorative devices were used in announcements, circulars, menus and folders.

Today, we need no type decoration for catalogs, house magazines, folders and annual corporation reports, which are profusely illustrated with halftones. But, we do need decoration to embellish our plain-type announcements, folders, booklets, pamphlets, menus and circulars.

As a result of this lack of type decoration, there has been a distinct loss in color, interest and character of the bulk of our printing which does not carry halftones. The average plain-type printed piece without decoration doesn't have a spark of attraction to interest the recipient.

BRAD STEPHENS, *Editor*
Direct Advertising

American Type Founders



200 Elmora Avenue
Elizabeth B, New Jersey

Manufacturers of Kelly Presses, Little Giant Presses, Chief Offset Presses, Web-fed Offset Presses, Gravure Presses, Foundry Type and Process Cameras



Distributors of Bostitch, Challenge, Chandler & Price, Hamilton, Rosback, Vandercook and other Equipment for Composing Room, Pressroom and Bindery

ATF Handypacks

\$2.95 EACH

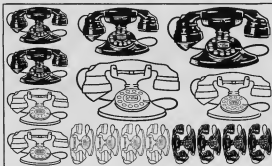
96 useful assortments in covered boxes.

12 boxes fit in one Handypack Quarter Case No. 3085. Case only, \$1.40 each.

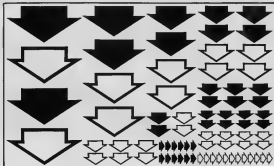
Any individual character in Handypacks or any character for which the Foundry has a matrix can be cast to order in Foundry Lines. For prices see Schedule 10009, Table E-1, on page 41 of ATF Descriptive Type Price List.

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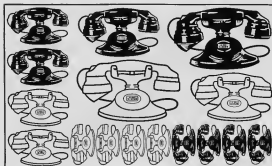
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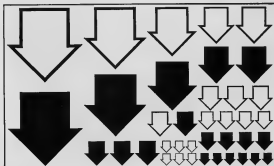
1...Dial Hand Phones



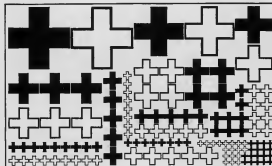
8...Modern Arrows, en set



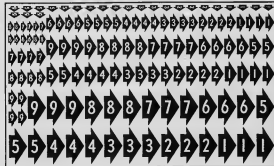
2...Manual Hand Phones



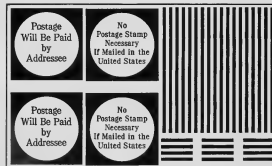
9...Modern Arrows, em set



6...Geneva Crosses



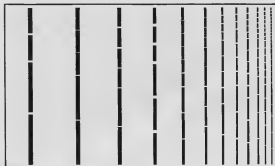
10...Numbered Arrows



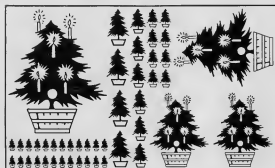
7...Business Reply Logotypes



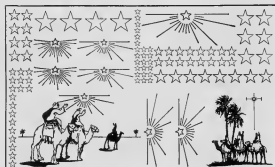
11...Light Dashes, 5 to 48 point bodies



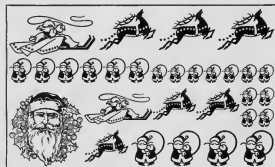
12...Medium Dashes, 5 to 48 point bodies



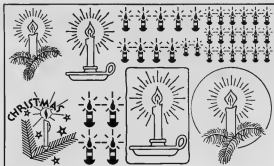
21...Christmas Trees



22...Stars and Wise Men



23...Santa Claus and Reindeer



24...Candles



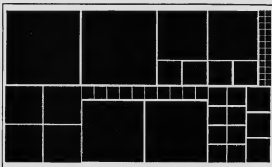
25...Christmas Scenes



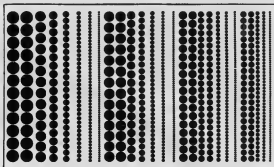
26...Christmas Bells and Holly Leaves, one- and two-color



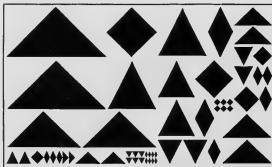
27...Poinsettias, two-color



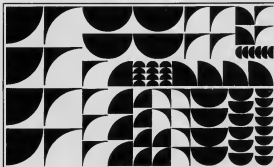
28...Typographic Squares



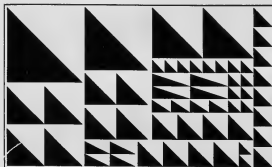
32...Typographic Dots, 6 to 12 point bodies



29...Triangles and Diamonds



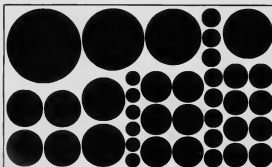
33...Semi-circles and Quadrants



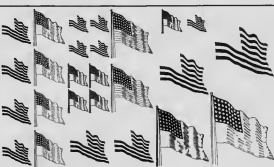
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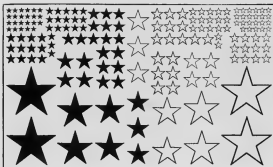
34...United States Flags



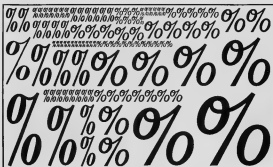
31...Typographic Dots, full face



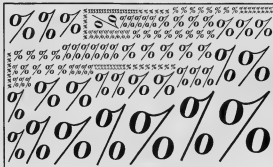
35...United States Flags, two-color



39...Stars



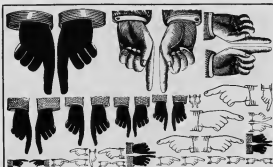
40...Cheltenham Bold Percent Marks, em and en set



41...New Caslon Percent Marks, wide and narrow



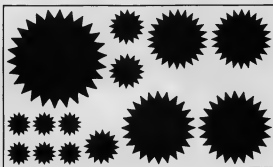
42...Gothic Percent Marks, wide and narrow



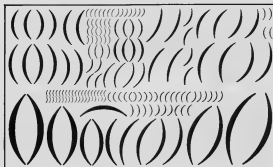
43...Fists



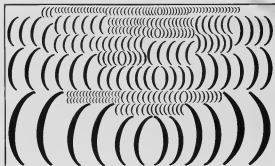
44...Medical Signs



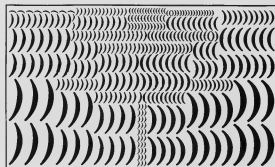
45...Slocum Seals



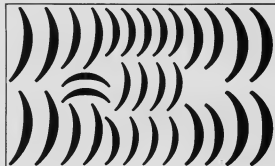
46...Parentheses for light thick-and-thin types



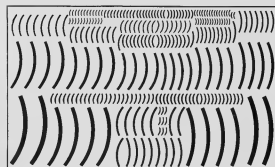
47...Parentheses for bold thick-and-thin types



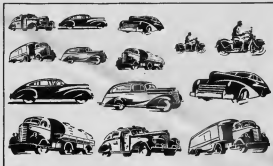
48...Parentheses for light types of medium contrast



49...Parentheses for bold types of medium contrast



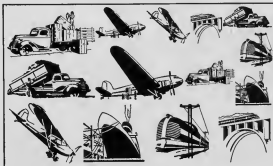
50...Parentheses for light monotone types



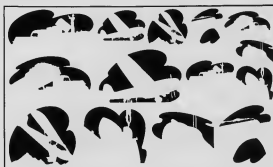
52...Transportation Typecuts



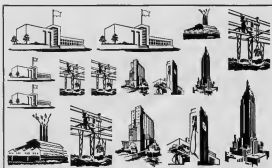
52C...Cloud backgrounds for typecuts in Handypack 52



53...Transportation Typecuts



53C...Cloud backgrounds for typecuts in Handypack 53



54...Industrial Typecuts



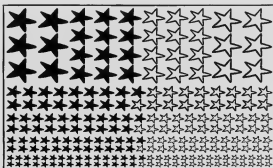
54C...Cloud backgrounds for typecuts in Handpack 54



55...Industrial Typecuts



55C...Cloud backgrounds for typecuts in Handpack 55



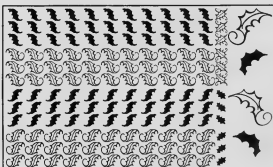
59...Modernistic Stars



60...Christmas Bells, one- and two-color



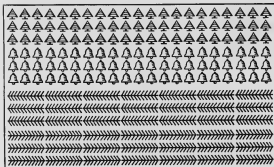
61...Poinsettias, two-color



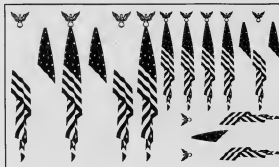
62...Holly Border, one- and two-color



63...Holly Border, two-color



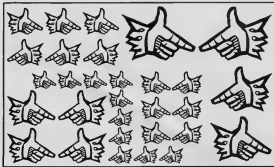
64...Modern Christmas Border



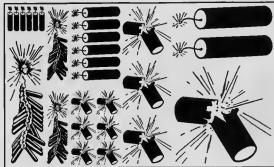
68...Draped Flags, one- and two-color



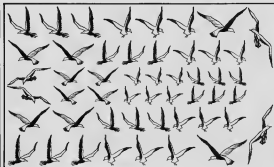
69...Bradley Decorators



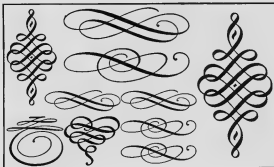
70...Chapbook Pointers



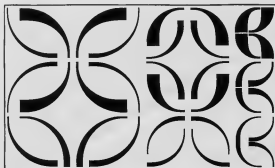
71...Firecrackers



72...Seagulls



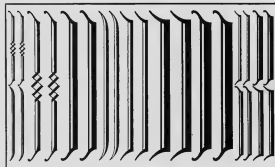
73...Civillite Ornaments



74...Tapered Corners



75...Lightning Flashes



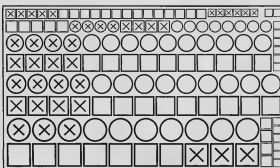
76...Advertising Brackets



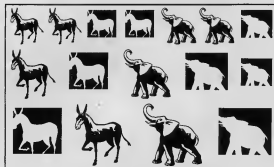
77...Decorative Cameos



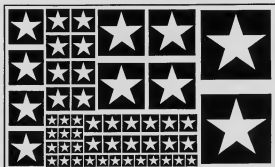
78...Vocational Cameos



79...Ballot Signs



80...Republican and Democratic Party Emblems



82...Reverse Stars

The diagram consists of several rows of numbers and fractions, arranged in a grid-like pattern. The numbers are mostly integers from 1 to 8, and the fractions are mostly unit fractions like $\frac{1}{8}$, $\frac{1}{7}$, $\frac{1}{6}$, etc. The arrangement suggests a combinatorial or algebraic structure, possibly related to the study of partitions or Young diagrams.

84...New Caslon Fractions, wide

[illegible]

85...New Caslon Fractions, narrow

[illegible]

86...Cheltenham Bold Fractions

[illegible]

88...New Gothic Fractions, light

[illegible]

89... New Gothic Condensed Fractions, light

[illegible]

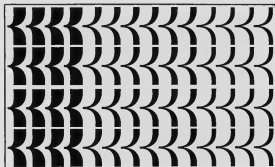
90...New Gothic Fractions, medium

[illegible]

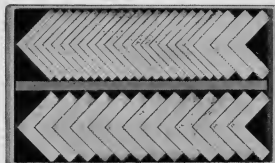
91...New Gothic Condensed Fractions, medium

[illegible]

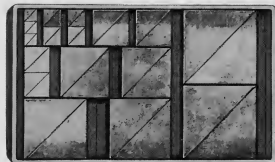
92...New Gothic Fractions. heavy



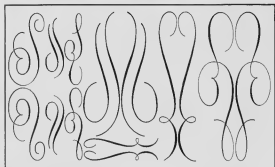
102...Bracemakers



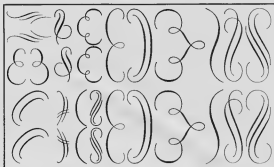
103...Corner Quads



104...Angular Quads



105...Penline Flourishes



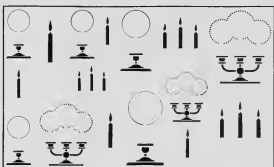
106...Penline Flourishes



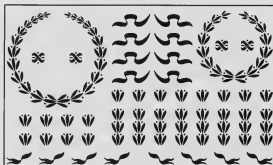
107...Orphic Spots



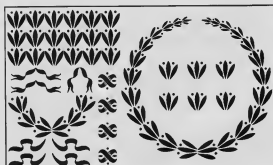
108...Yuletide Wreaths



109...Candlesticks



110...Laurel Ornaments



111...Laurel Ornaments



112...Masonic Emblems



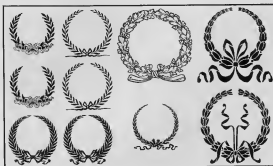
113...Masonic Emblems



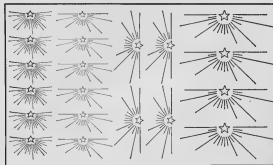
114...Fraternal Emblems



115...Fraternal Emblems



116...Decorative Wreaths



117...Yuletide Stars



12 point . . . \$1.95



18 point . . . \$1.85



24 point . . . \$2.10



30 point . . . \$1.70



36 point . . . \$1.90



48 point . . . \$1.25

Ombree Ornaments

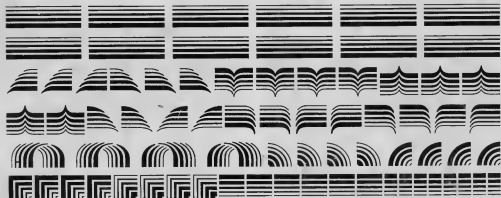
Ombree Ornaments enable the creative printer to turn out a distinctive piece of printing without extra cost for art work and engravings.



EX LIBRIS

WILLIAM ARNHEIM

Order from Your ATF Branch or Salesman



Complete font \$5.25

Please send me the following

ATF HANDYPACKS

Enter quantity you want after each HandyPack number

1	33	55	82	106
2	34	55C	84	107
6	35	59	85	108
7	39	60	86	109
8	40	61	88	110
9	41	62	89	111
10	42	63	90	112
11	43	64	91	113
12	44	68	92	114
21	45	69	94	115
22	46	70	95	116
23	47	71	96	117
24	48	72	97	Business Documents
25	49	73	98	fonts
26	50	74	99	Shaded Stars
27	52	75	100	12pt
28	52C	76	101	18pt
29	53	77	102	24pt
30	53C	78	103	30pt
31	54	79	104	36pt
32	54C	80	105	48pt

All these items in stock at your nearest ATF Branch

Name

Firm

Street

City

22N250LC PRINTED IN U.S.A.

Zone

State

Please send me the following

ATF HANDYPACKS

Enter quantity you want after each HandyPack number

1	33	55	82	106
2	34	55C	84	107
6	35	59	85	108
7	39	60	86	109
8	40	61	88	110
9	41	62	89	111
10	42	63	90	112
11	43	64	91	113
12	44	68	92	114
21	45	69	94	115
22	46	70	95	116
23	47	71	96	117
24	48	72	97	Business Documents
25	49	73	98	fonts
26	50	74	99	Shaded Stars
27	52	75	100	12pt
28	52C	76	101	18pt
29	53	77	102	24pt
30	53C	78	103	30pt
31	54	79	104	36pt
32	54C	80	105	48pt

All these items in stock at your nearest ATF Branch

Name

Firm

Street

City

22N250LC PRINTED IN U.S.A.

Zone

State

Please send me the following

ATF HANDYPACKS

Enter quantity you want after each HandyPack number

1	33	55	82	106
2	34	55C	84	107
6	35	59	85	108
7	39	60	86	109
8	40	61	88	110
9	41	62	89	111
10	42	63	90	112
11	43	64	91	113
12	44	68	92	114
21	45	69	94	115
22	46	70	95	116
23	47	71	96	117
24	48	72	97	Business Documents
25	49	73	98	fonts
26	50	74	99	Shaded Stars
27	52	75	100	12pt
28	52C	76	101	18pt
29	53	77	102	24pt
30	53C	78	103	30pt
31	54	79	104	36pt
32	54C	80	105	48pt

All these items in stock at your nearest ATF Branch

Name

Firm

Street

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Please send me the following

ATF HANDYPACKS

Enter quantity you want after each HandyPack number

1	33	55	82	106
2	34	55C	84	107
6	35	59	85	108
7	39	60	86	109
8	40	61	88	110
9	41	62	89	111
10	42	63	90	112
11	43	64	91	113
12	44	68	92	114
21	45	69	94	115
22	46	70	95	116
23	47	71	96	117
24	48	72	97	Business Documents
25	49	73	98	fonts
26	50	74	99	Shaded Stars
27	52	75	100	12pt
28	52C	76	101	18pt
29	53	77	102	24pt
30	53C	78	103	30pt
31	54	79	104	36pt
32	54C	80	105	48pt

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